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Nurserymen

Seedsman

Florists

62.85

ROHBOCK'S SONS
PROVO, UTAH

*Successors and Growers of All the
Original*

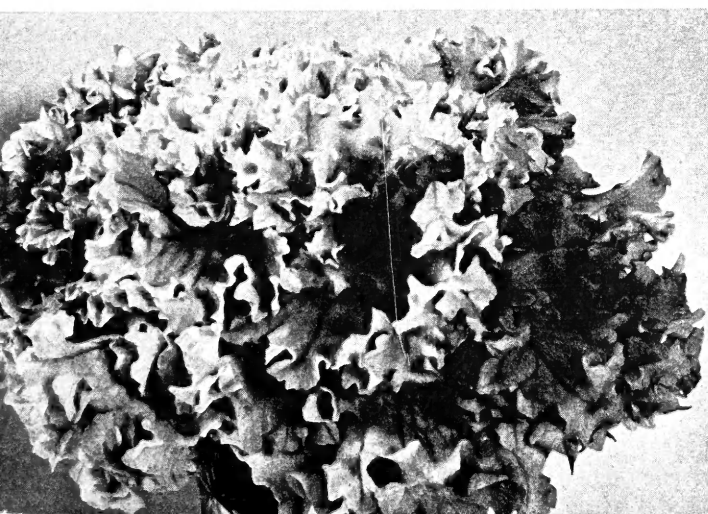
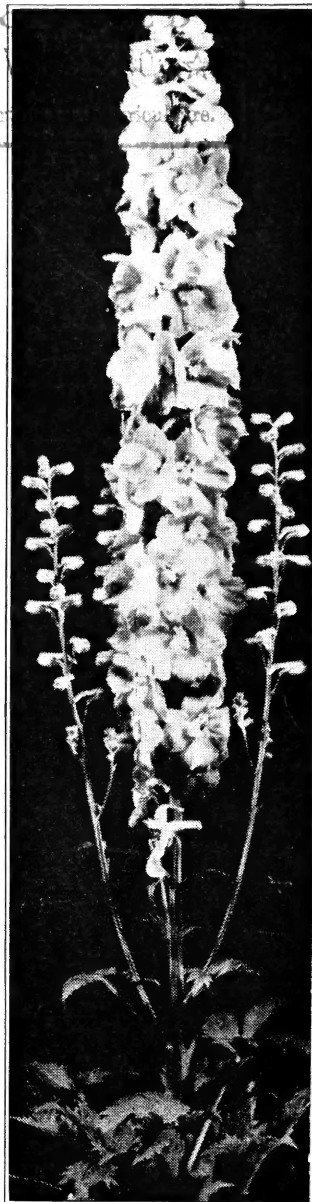
RICHARD DIENER NURSERY

Seed, Plants and Bulbs

of

Oxnard, California

1941



Foreword

To Our Many Friends and Customers:

At this time we wish to make an announcement to our many friends of our recent addition to our Nursery here in Utah:

For years we have grown hardy perennial plants, seeds and ornamental trees and shrubs from all parts of the earth in order to determine the varieties best suited to the climates of the intermountain states. We feel that seed and plants grown and harvested under these conditions, where the temperatures vary from 20 degrees below zero in winter to 115 degrees above in the summer, will be the very best available.

In addition to offering to our friends the hardy plants, seeds, trees and shrubs mentioned above we wish to offer a wider selection of perennials and also annual varieties of outstanding novelties of special merit as well as the standard varieties. In order to do this, we have purchased all the original seed, plants and bulb stock from the already famous Richard Diener Nursery of Oxnard, California, and we are and will be the sole, exclusive growers and distributors of all the pedigreed seeds grown by them.

The same reliable hybridizer shall continue to grow the pedigreed strain of Diener Petunias, Shasta Daisies, Delphinium, etc., as heretofore.

We hereby submit our very lowest prices of high quality seeds, plants, and bulbs and feel that by comparison both for quality and price, there is no better stock to be had. We ask you to accept this catalog with our sincere thanks beforehand for any orders sent to the Richard Diener Nursery or to ourselves and we look forward to many pleasant transactions together.

Sincerely yours,

ROHBOCK'S SONS.

Conditions of Sale

Special NOTICE: To prevent any delay in filling your orders, items selected from this catalog should be addressed to

ROHBOCK'S SONS
Provo, Utah, U. S. A.

Order Early: An order sheet and self-addressed reply envelope are inclosed for your convenience. Place your orders early so that you will not be disappointed in your selection. All orders are filled promptly the same day they are received or the day after.

TERMS: Cash with Order. Remittance should be made by Postal Money Order, Bank Draft, Checks, or Express Money Order. Where it is not possible to obtain these and money is enclosed, the letter should be registered. Canadian customers please remit by Postal Money Orders. Do not remit by personal checks. Positively no C. O. D. orders accepted.

Unused U. S. postage stamps accepted up to the amount of fifty cents.

Postage: For airmail orders, add 12c for postage. Orders for plants and bulbs will be sent **Express "Collect"**.

WRITE distinctly or PRINT your full name and address. Sometimes orders lack name or Post Office address and cannot be filled until they are identified. Additional order forms will be sent on request.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

Guarantee: We exercise every care to ship only first-class stock and it should arrive in a condition to grow satisfactory if planted and cared for properly. As we realize that with the highest quality of seeds, plants and nursery stock, success in gardening depends largely upon soil, cultiva-

tion and weather conditions. Therefore in order to satisfy our customers in every way bulbs found not true to name should be retained by the customer and we shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from us please do not hesitate to do so and we shall correct any error. We do not consider our transaction complete until you are absolutely satisfied.

Canadian Customers: In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Foreign Customers: Foreign customers **MUST** remit by Bank Draft, Express Money Order, or Postal Money Orders. Personal checks are **NOT ACCEPTABLE**.

Substitution: In the latter part of the season we may be out of some varieties, so please give your second choice. In case no substitution is desired please so advise in your order.

Packing: Through years of experience we have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging them in transit, either by frost or moisture.

Petunias

Petunias being one of our greatest specialties we have tried to spare no trouble or expense in selecting and growing only the best in Petunias. As most everyone knows Petunias have for years been known as one of the most satisfactory annual for general garden display, as they are easily grown and they can be used in nearly any location however large or small the space. Wherever there is plenty of sunlight they succeed in ordinary well drained garden loam such as will grow a good crop of vegetables. As a reward of giving Petunias a little care in good garden soil they will produce their many handsome, sweet-scented flowers in many glorious and delicate colors all summer, as they bloom continually until frost. Some types are especially suited for bedding and pot culture while others are ideal for edging and mass planting. Then, too, there are varieties that are excellent for porch and window boxes, while all Petunias are very fine for cuttings.

For your convenience we have listed the Petunia varieties in groups that are similar in plant growth and in size of flowers so you may be able to select the type best suited for any particular location.

We have also added to the regular list of Diener Petunia seeds many new varieties of different types in order to give our customers a much better selection to choose from.

Double Petunias of Separate and Mixed Colors

NO. 24 SALMON—A new color in petunias of semi-dwarf growth flowers of 4 inches across. Pkt. 50.

NO. 25 COPPER RED—Semi-dwarf growth flowers 4 inches across. Pkt. 50.

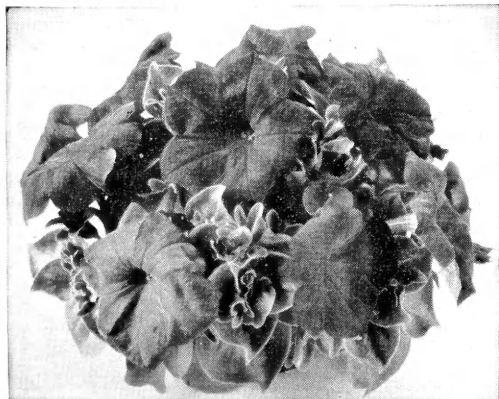
NO. 26 GREEN EDGED—A very outstanding novelty which comes in all colors. All have a seam around the petals of a grass green. A petunia that will attract attention anywhere. Pkt. 50.

NO. 40 MADONNA—Snow white, double frilled, 4 inches in diameter. Very popular. Pkt. 50.

NO. 38 DOUBLE RUFFLED MONSTERS MIXED—Includes all colors as found in the Single Ruffled Monsters Mixed which produce flowers up to 9 inches in diameter. The percentage of doubles is very high. No matter what other varieties of double petunias there are on the market, including the 100% doubles from foreign countries, you will find by comparison that ours excels in growth, color and size, so buy American seeds and keep the money in this country. Pkt. 50; 3 Pkts. 1.25; 1,000 seeds 1.50; 1/128 oz. 3.25.

NO. 33 DAINTY LADY (Sulphur Yellow)—Is of the same color as Dainty Lady Single, and is the first yellow double. (Our 1937 Novelty). Pkt. 50.

NO. 42 LARGE DOUBLE FRILLED MIXED—One of the highest standing commercial petunias of today. When in 2½ and 3 inch pots, they begin flowering when only 3 to 4 inches high. The flowers being of the heavily frilled type, from 4 to 5 inches in diameter. Truly a petunia that is eagerly sought by the public. Pkt. 50; 3 Pkts 1.25; 1,000 seeds 1.50 1/128 oz. 3.25.



Velvet Ball

VELVET BALL (New)—Large flowered velvety crimson, quite dwarf, Pkt. .35; large Pkt. .75; 1/32 oz. 1.25.

NO. 43 ROSE PINK FRILLED—Heavily frilled deep rose color of fluffy, ruffled type, flower 4 to 5 inches in diameter. Pkt. 50; 1/128 oz. 3.25.

NO. 44 ROSE PINK AND WHITE VARIEGATED—Of the frilled fluffy ruffled type. Flowers four to five inches across, of dwarf, compact growth. Pkt. 50; 3 Pkts. 1.25; 1/128 oz. 3.50.

NO. 48 LA FRANCE PINK—Carnation type, strongly veined, heavily frilled petals, medium size. Pkt. 50.

All Double Petunias

This variety of double petunias make perfect pot plants, and are attractive when used in porch boxes. They also make a very fine bedder when a dwarf, compact growth is desired. Remarkably uniform.

AMARANTH RED, strong, outstanding red.

GAIETY, rose pink and white (Choice).

LOVELINESS, somewhat lighter than World Beauty.

ORCHID BEAUTY, orchid or light lilac.

WORLD BEAUTY, all double, fringed flowers, original strain.

SNOWBALL, best fringed white.

VICTORIOUS MIXED—A wonderful new dwarf compact Petunia. A practically 100% double, beautifully fringed and ruffled flowers that measure 4 inches across.

PRICES on all double varieties listed above: Pkt. .75; 2 Pkts. 1.40.

Fringed Grandiflora (Single)

NO. 9 PEARL OF KENTFIELD—Rose pink with gold throat. Semi-Dwarf. Pkt. .25; large Pkt. .50.

NO. 16 WHITE BEAUTY—Snow white, heavily fringed, excellent bedder. Pkt. .15; large Pkt. .25.

NO. 17 PALE SULPHUR YELLOW—Deep sulphur, medium tall, very attractive either as a pot plant or bedder. Pkt. .15; large Pkt. .25.

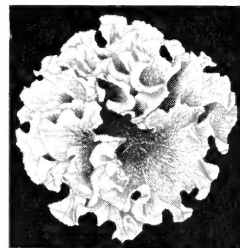
NO. 27 PINK PERFECTION—New salmon pink, frilled. A very outstanding variety for bedding, boxes or basket plantings. Pkt. .15; large Pkt. .25.

Large pkts. have twice as much seed per pkt.

Super Fluffy Ruffles (New)

SALMON ROSE—A new introduction of an exquisite lovely deep salmon rose, with a very attractive golden throat. Flowers of 3½ to 4 inches in diameter. The flowers are so heavily filled and ruffled they oftentimes are taken for doubles. Pkt. 50; large Pkt. 85.

ALL COLORS MIXED—A well balanced mixture of pink and white, salmon, salmon pink, deep rose, rose, crimson and light blue. Large flowers. The most outstanding beauty of this Petunia is the frilled and ruffled edges. This type is practically 100% true. Pkt. 50; large Pkt. 85.



Ruffled Grandiflora

- NO. 19 GIANT PINK GLORY IMPROVED**—Exceptionally good for pot plants and window boxes. Pkt. .25; large Pkt. .50.
- NO. 15 PURPLE AND WHITE**—White star in center, especially good for window boxes. Pkt. .25; large Pkt. .50.
- NO. 21 STEEL BLUE**—Darker veined center with ruffled edges. Flowers 4 inches in diameter. Very attractive. Pkt. .15; large Pkt. .25.
- NO. 45 SANTA BARBARA**—Clear flame rose, very large flowers. This variety is unquestionably the best in its class for pot plants and bedding, as it blooms continually. Dwarf. Pkt. .25; large Pkt. .50.
- NO. 46 DEEP VELVET VIOLET**—Flowers of deep velvety violet, 4 to 5 inches in diameter. Exceptional free bloomer and is in its class a first class pot and bedding plant. Pkt. .25; large Pkt. .50.

Small Flowering Varieties

- NO. 11 DIENER'S BLUE**—Deep, silky blue, immensely free flowering of semi-dwarf growth. We especially recommend this variety for border and bedding. Very popular. Pkt. .10; large Pkt. .25.
- NO. 14 DIENER'S PINK GLORY**—Pure flame rose pink, compact grower, blooms continually. Dwarf, lovely bedder. Pkt. .10; large Pkt. .25.
- NO. 30 FLAMING VELVET**—Brilliant velvety mahogany red, of medium sized flowers. A very outstanding novelty. Very fine for bedding and window boxes. Pkt. .10; large Pkt. .25.

Nana Compacta

The following list of dwarf compact petunias are very free flowering, of round mound like plants being covered with blooms from early summer until frost. Ideal for edging to taller varieties or other annual or perennial plantings.

- NO. 22 ROSE COLOR**—Improved rosy morn, dwarf growth, height 6 to 7 inches. Ideal border plant, blooms continually. Pkt. .10; large Pkt. .25.
- NO. 23 PALE AMARANTH PINK**—Dwarf growth, light color. Pkt. .10; large Pkt. .25.
- CREAM STAR DWARF BEDDER (New)**—S. M. A. A. S. 1940—Unique in color and form, covered with flowers continually. Pkt. .25; large Pkt. .50; 1/32 oz. 1.65.
- HEAVENLY BLUE**—Medium to light silvery blue. Pkt. .25; large Pkt. .50; 1/16 oz. .65.
- VELVET BALL (New)**—Large flowered velvety crimson, quite dwarf. Pkt. .35; large Pkt. .75; 1/32 oz. 1.25.
- KING HENRY**—Rich velvety red, extra dwarf, large flowered. Pkt. .25; large Pkt. .50; 1/32 oz. 1.15.
- GLOW (New)**—Dwarf, compact growth, bright rose red with lighter center, extremely free flowering. Pkt. .25; large Pkt. .50; 1/32 oz. 1.25.

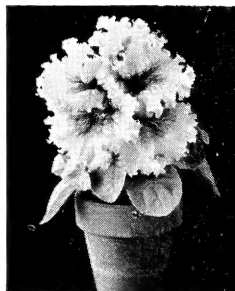
Giant Ruffled Monster of Separate Colors

The following list of Petunias consisting only of named varieties have a medium dwarf habit, with flowers of the same open throat as is found within our world famous Ruffled Monster Mixed No. 8.

- NO. 2 FLESH PINK**—Flesh pink. Heavy veined center. Pkt. .25; large Pkt. .50.
- NO. 3 VARIEGATED**—Red and white, pink and white, coppery red and white, colors appear in blotches, flowers measure from 5 to 6 inches in diameter. Pkt. .25; large Pkt. .50.
- NO. 4. WHITE**—White with yellow center. Pkt. .25; large Pkt. .50.
- NO. 5 RED**—Dark veined with coal black center. Truly a gem in Petunias and a great favorite with all flower lovers. Pkt. .25; large Pkt. .50.
- NO. 6 PALE LILAC PINK**—Pkt. .25; large Pkt. .50.
- NO. 7 RED AND WHITE VARIEGATED**—Large golden center. Flowers measure 4 to 5 inches in diameter. Pkt. .25; large Pkt. .50.
- NO. 10 SALMON ROSE**—Light veined, clear color. Very attractive. Pkt. .25; large Pkt. .50.
- NO. 12 COPPERY PINK AND WHITE VARIEGATED**—Flowers of 5 to 6 inches in diameter, golden yellow center. Pkt. .25; large Pkt. .50.
- NO. 41 COPPERY RED**—A very attractive copper color with a dark throat. Very popular. Pkt. .25; large Pkt. .50.

Giant Ruffled Monster (Mixed)

- NO. 8 RUFFLED MONSTER, MIXED (Diener)**—This mixture contains all separate colors of ruffled monsters listed as well as many other colors not mentioned this year. The average growth of these plants are more dwarf. This is a variety that has for years drawn many unsolicited testimonials for their wide selection of color, giant sized flowers and their hardy plant growth. Pkt. .25; large Pkt. .50; 1/128 oz. 1.50; 1/64 oz. 2.50.

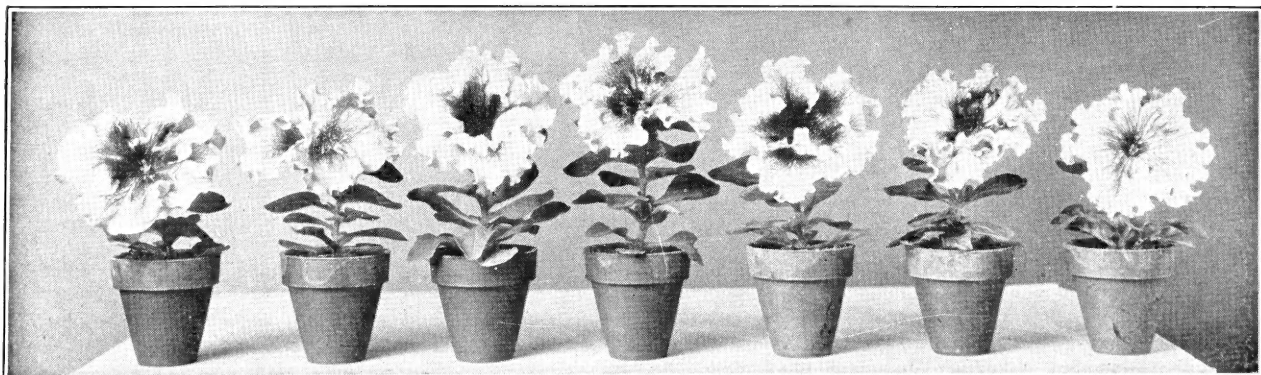


Ramona Strain

- NO. 47 JUMBO MIXTURE OF RUFFLED MONSTERS**—Selection of the very largest and most outstanding colors of medium growth. Pkt. .50; 3 Pkts. 1.25; 1/128 oz. 1.50.

RAMONA STRAIN—Of dwarf growth, especially suited for pot culture. Flowers are beautifully ruffled and fringed of all dark shades. Pkt. .25; large Pkt. .60; 1/64 oz. 2.00.

GIANTS OF CALIFORNIA—A mixture of light and dark colors fringed and ruffled with attractive deep throats, many beautifully veined. Pkt. .40; 3 Pkts. 1.50; 1/128 oz. 85; 1/64 1.50.

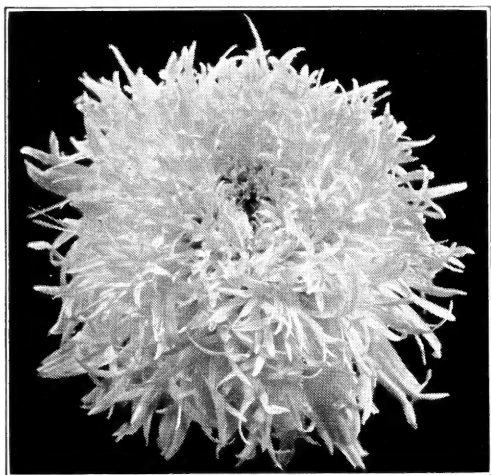


Giant Ruffled Monster Petunias Out of 3-inch Pots

Shasta Daisies

A very popular hardy perennial that is noted for its keeping qualities as a cut flower and excels as one of our most outstanding specialties. We are constantly watching for newer and better developments that arise from many thousands of crossings made each year; as a result we find it very gratifying to the extent that we believe at the present time we have the largest and finest double and single Shasta Daisies to be had anywhere. The majority of these Shasta Daisies are of the more preferred Chiffon type, which in the past has made such a delightful sensation with our customers.

The following list of outstanding Shasta Daisies are a few of those grown from Diener Seeds.



"G. MARCONI"—New Giant Double Everflowering Shasta Daisy.—On Treasure Island at San Francisco this Shasta Daisy was one of the many outstanding flower novelties to be seen this year. We have received many hundreds of inquiries for seed and plants of this variety. Of all the thousands of crossings grown in the past few years this variety is of the most highly perfected in size, shape, and in growth. This variety will flower continuously in climates

where there is no frost, growing only to a height of 30 inches and providing long stems for cut flower purposes in the home. The old blossoms should be kept cut off when through blooming, under normal conditions they will continue to have flowers of 6-inches in diameter. **Trade Packet. .50; 3 Pkts. \$1.25.** Rooted plant cuttings from original plants .50 each; doz. \$5.00.

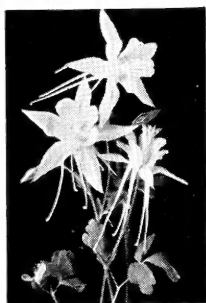
ALL-DOUBLE SHASTA DAISY MIXED—Seed from these Shasta Daisies are gathered from years of reselecting from the finest types of all double and of various sizes of flowers and plant growth. **Pkt. .40; 1/16 oz. \$1.25.**

FANCY CHIFFON "GLENDALE"—One of the proudest of Shasta Daisies. This variety being of a very straight upright growth produces strong wiry stems of 4½ ft. tall, flowers are of the All-Double type and 4½ inches in diameter. Very attractive. **Pkt. .50; 3 Pkts. \$1.25. Original Plant Cuttings each .25; doz. \$2.50.**

DIENER'S NEW SINGLE BROAD PETAIED SHASTA DAISY (everflowering)—An excellent single flowering Shasta Daisy; produces flowers of 8-inches in diameter very early flowering, and has long strong stems. **Pkt. .25; 1/16 oz. \$1.25; 1/8 oz. \$2.25.**

GIANT SINGLE BROAD PETAIED SHASTA DAISY—Flowers 6 to 7-inches in diameter, very broad petals in each flower. Grows in bush form and stands up well. Very good for border plantings height 36-inches. **Pkt. .15; 1/16 oz. \$0.90; 1/8 oz. \$1.50**

ALL VARIETIES—Single, Semi-Double, and Double Mixed together. **Pkt. .15; 1/16 oz. .90; 1/8 oz. \$1.50.**



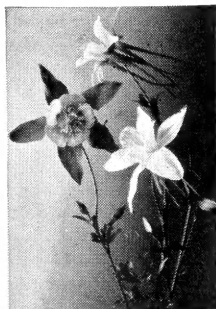
Longissima

Acquilegia (Columbine), Long Spurred

CRIMSON STAR—Rich dark crimson sepals and spurs in wonderful contrast to the white petals. A combination of colors entirely new. Striking in the garden, and most effective when cut. **Pkt. .25; 1/32 oz. .60; 1/16 oz. \$1.00.**

LONGISSIMA — Unusually long spurs, average length about 4 inches, but some will make 6 inches. Bright canary yellow flowers. **Pkt. .50; 1/32 oz. \$1.50.**

FINEST MIXED COLORS—Of red, pink, blue, white, yellow, etc. **Pkt. .20; 1/8 oz. .60; 1/4 oz. \$1.00.**



Finest Mixed



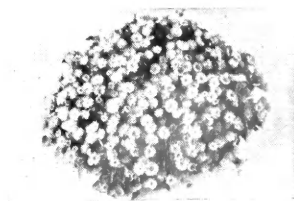
Acroclinium

Acroclinium

New large flowered double hybrids. Hardy annual of everlasting flowers including salmon, apricot, pink, rose and cerise, white and creamy tones with golden centers. Should be cut the same day when opened. **Pkt. .20; 1/8 oz. .45.**

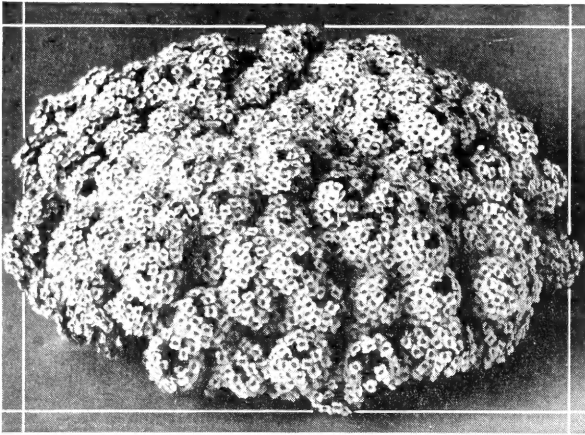
Ageratum

BLUE CAP—A very fine border plant of large rich blue flowers in dense head cover. Very dwarf, compact dome shaped plants which grow 8 inches tall. **Pkt. .15; 1/16 oz. .45.**



Ageratum

Allyssum



SWEET (*Maritimum*)—A very popular free flowering plant usually used in beds, borders, edgings, rockery, pots and window boxes. Grows quickly and flowers all summer. Pkt. .15; 1/2 oz. .20; 1 oz. .35.

Rust Proof Snapdragons

With a new development in autirrhinums have brought about a greatly increased popularity for this showy favorite. Though a true perennial they are usually treated as annuals. Seeds started indoors in February or March will flower in June and continue until frost, or if sown outdoors in May they will begin flowering in July.



Rust Proof Snapdragons

RUST PROOF DELUXE MIXTURE

—An excellent mixture of a wonderful color range. Tests have proven that 75% to be absolutely rust proof. Height 30-inches (Certificate of Honor A. H. S. 35). Pkt. .15; 1/16 oz. .35; 1/8 oz. .50.

Richard Diener Nursery, Oxnard, California

Houston, Texas

I think every seed I got from you two months ago came up and they sure are lovely plants. I never saw such fine snapdragon plants. You would want them yourself if you could only see them.

I thank you for such seed and your fine service.

Yours truly,

L. C. Bruegmab, Houston, Texas.

Calendulas

A very striking yet pleasing hardy annual which blooms from June until frost in climate where the summers are not too hot. The following list of Calendulas are of the large flowered and full double varieties. Culture very easy succeeding best in ordinary well drained soil. Sow any time in early spring and summer.

YELLOW COLOSSAL (New)—Largest Calendula in the world. The most profused blooming of all large-flowered Calendulas. The well formed, bushy, plants grow 18" high and are loaded with double clear bright yellow flowers of 4 1/2 inches or more across. Is one of the finest Calendulas for cut flower purposes and highly recommended for border edgings and bedding. Pkt. .25; Large size Pkt. .50.

ORANGE SHAGGY (Gold Medal Award Winner)—The closely set petals are long and deeply fringed or lacinated rich orange. Flowers freely. Stems of good length 18" high. Pkt. .15.

ORANGE KING—Brilliant orange, compact growth, good bedding variety. Pkt. .15; 1/4 oz. .25.

ORANGE FANTASY CRESTED (New)—Long twisted outer petals, short curled inner petals; deep bronze or coppery orange with Mahogany bronze center 15" tall. Pkt. .15; 1/8 oz. .35; 1/4 oz. .60.

SUNSHINE CHRYSANTHA—A very beautiful, and distinct from other Calendulas large, clear buttercup yellow. Long loosely arranged petals, strong stems. Pkt. .15; 1/4 oz. .40.



Chrysanthia Twilight

CHRYSANTHA TWILIGHT — A very attractive clean cream. Pkt. .15; 1/4 oz. .25.

CALENDULA FRILLED BEAUTY—New deep orange attractively frilled. Very fine bedder. Pkt. .15; 1/4 oz. .30.

BALL IMPROVED LONG ORANGE—A new and very attractive variety. Flowers very large, bright golden orange with light eye. Extra long stems. Pkt. .20; 1/8 oz. .35.

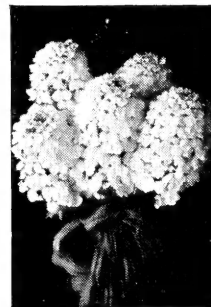
LEMON QUEEN—Attractive deep lemon-yellow flowers approaching golden. Showy for border and bedding. Pkt. .10; 1/4 oz. .30.

BALL GOLD—A special Florists strain. Considered by many as the finest. A rich golden yellow. Pkt. .15; 1/8 oz. .25.

MASTERPIECE—Large, massive blooms of rich orange with a reddish orange-brown center, extremely long stemmed. Pkt. .15; 1/4 oz. .40; 1/2 oz. .70.

FLORISTS MIXTURE—A well blended mixture of named varieties. Pkt. .10; 1/4 oz. .35; 1/2 oz. .50

Candytuft



Giant Hyacinth

GIBALTARICA HYBRIDA (Perennial)—Largest and showest lavender — pink. Very attractive. Pkt. .15; 1/8 oz. .30; 1/4 oz. .50.

DELICATE PINK (Perennial) — Large umbels of attractive soft pink flowers. Pkt. .15; 1/8 oz. .50.

Giant Hyacinth (Coronaria)

Extra select florists strain. Throwing from six to ten mammoth hyacinth like spikes 20 to 24 in. tall. Very choice for cuttings. Pkt. .15; 1/8 oz. .30; 1/4 oz. .50.

Campanula (Perennial Peach Bells)

PERSICIFOLIA BLUE—Handsome bright blue flowers on spire-like stalks, June and July. Fine for cutting 2 to 2 1/2 ft. tall. Pkt. .20; 3 Pkts. .50.

Cineraria



CALIFORNIA SUPER GIANTS—A marvelous, beautiful house plant. In full bloom it makes a solid dome of flowers with only the leaves showing above the pot. Giant sized flowers measure as much as 6 inches across. Colors of exquisite pastel salmon, azure blue and snowy white to the deepest blood red and violet blues. Pkt. .50; 2 Pkts. .90.

Coreopsis

**(Grandiflora Double)
Perennial**

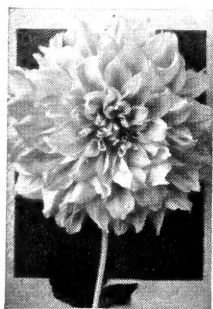
SUNBURST—Much of the beauty of early summer gardens are due to the brilliant golden yellow of Coreopsis plantings. Large deep golden yellow and excellent for cutting. Blooms profusely from May until Autumn. Of easiest culture. Pkt. 15; 1/8 oz. .30; 1/2 oz. .50.



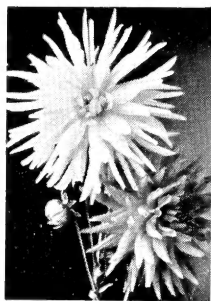
Coreopsis Sunburst

Dahlia

FINEST DOUBLE MIXED—Seeds saved from many choice named varieties of the large flowering formal and informal Dahlias. A wide range in colors. Very fine. Pkt. .25; 1/16 oz. .75; 1/8 oz. \$1.25.



Double



Cactus

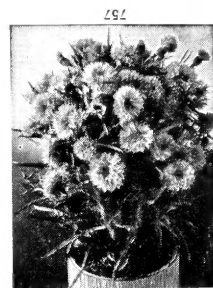
CACTUS FLOWERED MIXED—Seeds saved only from selected named stock of double and semi-double cactus flowered varieties. Very attractive color combination. Pkt. .25; 1/16 oz. .75; 1/8 oz. \$1.25.

Centurea

JUBILEE GEM — Dwarf Compact plants literally covered with dark but vivid double blue flowers fine for edgings, borders, rock gardens and pot plants. Pkt. .15; 1/4 oz. .60.

GIANT IMPERIALIS MIXED — These are also known as giant Sweet-Sultan. A glorious mixture of many lovely colors. Pkt. .10; 1/4 oz. .25.

MOSCHATA (Sweet-Sultans Mixed)—Somewhat smaller flowered and not quite so tall growing as the giant Imperialis. Many pretty colors. Pkt. .10; 1/4 oz. .25; 1/2 oz. .40.



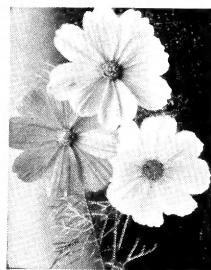
Jubilee Gem

Cosmos

A very lovely summer and fall blooming plant used not only for the garden display, but also makes a wonderful cut flower for the home; very popular.

EARLY FLOWERING SINGLE FINEST MIXED—Very desirable color combination; begins flowering in 12 weeks from time of sowing. Pkt. .10; 1/4 oz. .25.

LATE FLOWERING SINGLE—Long stemmed with giant size flowers often reach 5 inches across. Blooms from September until frost. Pkt. .10; 1/4 oz. .25; 1/2 oz. .45.



Cosmos Mixed

Cynoglossum (Chinese Forget-me-not)

Graceful loose sprays of large, forget-me-not like flowers, produced throughout the summer, of easiest culture. A choice garden flower.

AMABILIS IMPROVED BLUE—Pkt .15; 1/4 oz. .35; 1/2 oz. .65.

Dianthus

LACINIATUS SPLENDENS—Neat and compact in habit, bearing generous quantities of large sweet-scented single flowers of brilliant crimson with a boldly contrasted glistening white eye. Splendens has but few equals as an edging plant. Very fine for bedding and when used for cuttings. Pkt. .15; 1/8 oz. .30; 1/4 oz. .50.



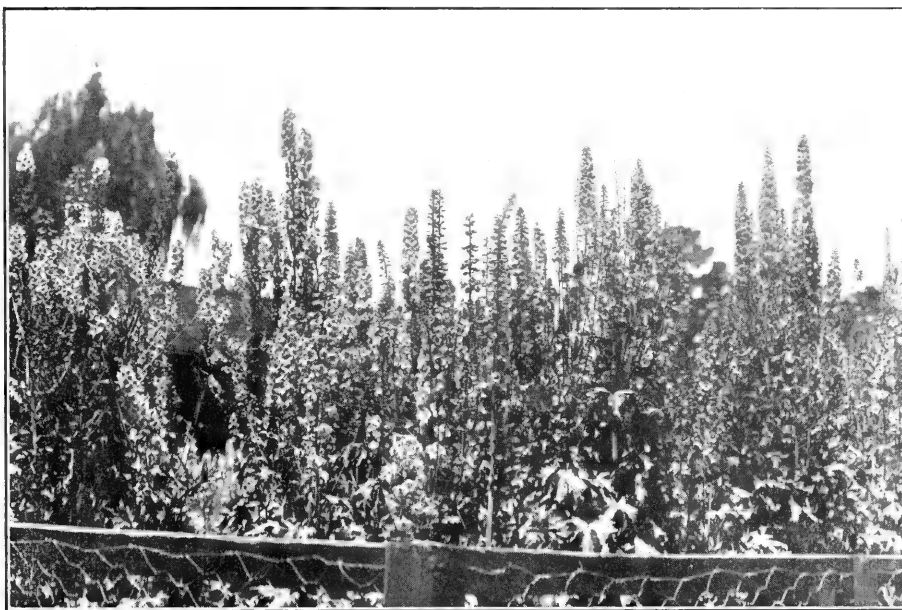
Laciniatus Splendens

Hunnemannia Sunlite

Exquisitely beautiful, of canary yellow blooms. Semi-double, tulip shaped flowers. Pkt. .15. 1/4 oz. .50.

Delphiniums (Hardy Perennial)

Among outstanding perennials we have today to choose from the Delphinium ranks as one of the most beautiful and most widely used perennial for garden display and cutting. Their stately habit and splendid colorful spikes make them a universal favorite. The culture of Delphiniums is rather easy, succeeding best in good, deep, rich, well drained soil. They first start to bloom in June and if the old flowering spikes are cut close to the ground when through flowering new growth will then be produced. By this way one can obtain at least three crops of flowers. Will bloom in the first year if seed is sown early in the year.



A Field of Diener's "Dreams of Beauty" Delphiniums

"DREAMS OF BEAUTY," (Diener)—An immensely free flowering variety, with flowers of single, semi-double and double in shades running from sky blue through all intermediate shades to the deepest indigo blue, and many have pinkish fillings. The stems are very willowy with closely set spire like spikes. Very hardy against fungus diseases. Pkt. .35; Large Pkt. \$1.00.

GIANT PACIFIC HYBRIDS MIXED—Tall, slender, graceful flower spikes of well-spaced blooms of large size. Of excellent branching habit, about 5' tall with magnificent color range. The crested "Bees" of white, cream, black and brown add to the beauty of the flowers. Pkt. .35; Large Pkt. \$1.00.

Eschscholtzia (California Poppy)

Well known, easily grown, low spreading annual; continual bloomer from May to frost. Sow outdoors.

GOLDEN GLORY—A bi-color combination of golden yellow deepened at the center with orange, fully double flowers. Pkt. .15; 1/8 oz. .30; 1/4 oz. .50.

CREAMY CRINKLES—Large extra double flowers of a delightful pastel tone of soft apricot-buff; petals are beautifully crinkled. Pkt. .25; 1/8 oz. .90c.

Freesia Seeds

RAINBOW MIXTURE—A mixture of all Diener's latest Hybrids, which run in colors of blue, lavender, purple, yellow, white, and also are among them reddish and pink tints. Flowers are mostly double the size of regular kinds, very long stems. Very fragrant. Pkt. .25; 5 Pkts. \$1.00.

Fuchsia (Hybrids)

Single and Double mixed of large size with corollas differing in color from that of the sepals. Make lovely pot plants and also grows good in a rich heavy soil in shady places for out-of-doors bedding purposes. Pkt. .50; 3 Pkts. \$1.25.

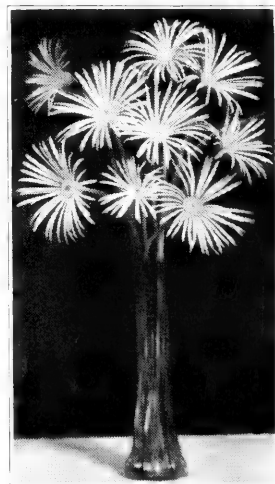
Gerbera

(Transvaal Daisy—Diener Hybrids)

One of the most attractive daisies yet produced. This is a half hardy perennial in cold climates. Yet if these daisies are covered just before frost with from 12 to 15 inches of sawdust, leaves, straw or pine needles they will go through the winter very nicely, as many of our customers have reported their success by this method.

SEPARATE COLORS in Red, Garnet, Yellow, and White. Per Pkt. .25; 1/16 oz. .75; 1/8 oz. \$1.25.

FINEST MIXED COLORS of giant size flowers; this mixture consists of red, yellow, garnet, white, pale lavender, dark lavender, pink, salmon and many new colors of latest developments. Pkt. .25; 1/16 oz. .85; 1/8 oz. \$1.50.



Gerbera
(Transvaal Daisy)

Gaillardia

One of the most dependable and profuse blooming plants in the garden; withstands drought and hot weather. Brilliantly colored with long stems. Easily grown in ordinary good garden soil.

DOUBLE MIXED COLORS

(Picta Lorenziana)—Specially selected strain of a fine range of colors in red, pink and canary yellow. Exceptional large flowers, 15 to 18 inches tall. Very fine for cutting. Pkt. .15; 1/4 oz. .30; 1/2 oz. .50.

GOBLIN—Excellent border variety, 1 to 1 1/2 feet tall. Compact, bright yellow, zoned red, free bloomer. Pkt. 25c; 1/8 oz. 70c.

OXNARD GEM—Golden orange seam, maroon red center 3 1/2 inch flowers on long stems, very fine for bedding and cutting. Pkt. 10c; 3 Pkts. 25c.

Geraniums

If you are looking for something new and easy to grow, that will furnish extra color for your garden and your home try a packet of Diener's New Hybrid Geranium Seed. The flowers, and clusters of flowers, are twice and more than usual size. Colors are mostly flame red.

DIENER NEW HYBRID MIXED—Pkt. .50; 3 Pkts. \$125.

Godetia

DWARF COMPACT (Single)—A fine mixture of shades of rose, pink, cerise, carmine, scarlet, lavender, cream and white of large size flowers of 2 1/2 to 3 inches across. Dwarf bushy plants. Pkt. 10c; 1/8 oz. 20c; 1/4 oz. 35c.

Gypsophila

(Baby's Breath Perennial)

PANICULATA (Single)—A beautiful herbaceous perennial variety, forms an interesting plant of about 3 feet tall which produces tiny white flowers on slender stems that looks like a cloud or mist. Very fine for cutting and drying to use in bouquets. Blooms June and July. Pkt. .25; 1/16 oz. .50; 1/8 oz. .85.

PANICULATA FL. PL.—Small double white blooms in much branched panicles during June and July. Extra fine variety for cutting. Pkt. .25; 1/16 oz. .60; 1/8 oz. \$1.00.

Gladiolus Hybrids

(Diener)

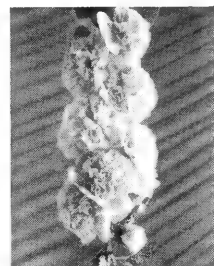
MIXED COLORS (New)—Seeds gathered from named stock and of latest crossings. Pkt. 25c; 3 Pkts. 60c.

Hollyhock

An excellent garden favorite used for background plantings to perennial or annual plants and foundation plantings along walls, buildings, etc.

SALMON DOUBLE—Height 4 feet, flowers 4 to 5 inches in diameter. Very attractive. Pkt. .15; 1/8 oz. 35c.

ALL COLORS MIXED—A splendid assortment of all colors. Pkt. .15; 1/8 oz. .35 1/4 oz. .50.

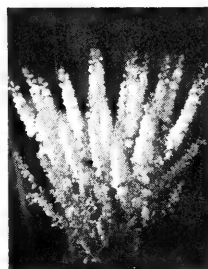


Salmon Double

Larkspur (Annual)

GIANT IMPERIAL IMPROVED

One of the most desired and loveliest annuals for the garden. They are easily and quickly grown. Very free flowering, produces an abundance of large double blooms on long strong spikes 3 to 4 feet tall.



Larkspur

MISS CALIFORNIA—deep pink on salmon.

CARMINE KING—Deep Carmine Rose.

EXQUISITE PINK—Improved rich soft pink.

EXQUISITE ROSE.

BLUE SPIRE—Very deep violet blue.

LILAC SPIRE.

WHITE SPIRE—good clear white.

DAINTINESS—Delicate Lavender.

GLORIA—Bright rose pink.

PINK PERFECTION (New 1940)—Lovely light pink and salmon pink. Pkt. 50c.

FINEST MIXED—From separate colors.

PRICES of any of the above giant Imperial Larkspur, except where noted, Pkt. .15; 1/4 oz. .35; 1/2 oz. .60; 1 oz. \$1.00.

Lilium Regale (Regal Lily)

One of the loveliest of all lilies. Easily grown from seed, blooms the third year. White trumpet like flowers with golden center, very fragrant. (Hardy) Pkt. 15c; 1/4 oz. 35c.

Lilium Formosanum (New)

Large trumpet shaped white flowers slightly marked with red-dish brown on base of each petal. Strong stems 5 ft. tall. Hardy and easy to grow everywhere. It is best to sow these seeds in flats and give them a light covering. When seedlings have a few leaves about two inches long, transplant into the open, one foot apart. Flowers in the fall. Pkt. .20; 1/8 oz. .60; 1/4 oz. \$1.00.

Linaria Macedonica Speciosa

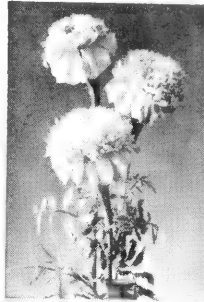
A handsome new perennial, bearing numerous snapdragon like flowers in bright yellow with a orange yellow mark on lower lip. Long stems 3 feet tall, excellent for cuttings. Will flower first year if seed is sown in early spring. Silvery foliage. Pkt. .20; 1/8 oz. .50.

Marigold

SUNSET GIANTS—The largest marigold yet developed. Flowers average 5" across sometimes attain up to 8 inches across. Flowers vary not only in size but formation as well as color. Their colors are orange and yellow. Orange predominating, height 3½ feet. Pkt. 15c; ⅛ oz. 35c; ¼ oz. 60c.



Sunset Giant



Crown of Gold

CROWN OF GOLD (Collarette)—Flowers with outer row of broad petals and centers of short curled and twisted petals forming a delightful crested bloom of rich orange color. Odorless foliage. All American Gold Medal Winner. Pkt. 10c; ⅛ oz. 25c.

GUINEA GOLD—Brilliant orange, double and semi-double ruffled, with loose petals, tall. Very popular. All American Gold Medal Winner. Pkt. 10c; ¼ oz. 30c.

FERDINAND (Tall French)—New golden yellow crested center with single row of red petals. Odorless foliage, early. Pkt. .25; ⅛ oz. \$1.50.

GOLDEN BALL (French)—New intensely double, deepest orange in color and comes remarkably true from seed. Dwarf compact. Pkt. 15c; ¼ oz. 30c.

Leptosyne Maritima (Perennial)

SEA DAHLIA—Large showy canary yellow flowers of three to four inches in diameter; stems 18 to 24 inches tall. Flowers early in the spring. Excellent cut flower. Pkt. .15; 4 Pkts. .50.



Scarlet O'Hara

New Morning Glory

SCARLET O'HARA — Gold Medal Winner '39—Entirely new. Its color a dark wine red, blooms profusely producing flowers of 3 to 4 inches across, and flowers remain open all day even in the warmest weather. Pkt. .25; 3 Pkts. .60; 5 Pkts. \$1.00.

Nasturtium

IVY LEAF—A very lovely novelty of dwarf compact growth, has deep green heavily veined leaves, flowers are of a single deep flaming blood-red color. Pkt. 25c; 3 Pkts. 50c.

GOLDEN GLEAM—Beautiful, rich golden yellow, sweet-scented, long stemmed flowers of 2½ to 3 inches across are borne well above the foliage. Blooms continually, very popular. Pkt. 10c; 1 oz. 20c.

DOUBLE MIXED HYBRIDS (All colors mixed)—A wonderful array of colors ranging from pale primrose through yellow, salmon, pink and salmon to deep maroon and mahogany. Many are beautifully variegated or blotched. Pkt. .10; 1 oz. 25c; 4 oz. 75c.



Ferdinand



Harmony

DWARF DOUBLE HARMONY (French)—A very charming and distinct type resembles a Scabiosa in formation with deep orange center petals flanked by broad guard petals of velvety dark maroon. Compact growth of 12 inches high. Very fine border variety, its lasting qualities give great value for cuttings. Pkt. 15c; ¼ oz. 35c.

GOLDEN GLOW—A new form of odorless Marigold with hundreds of closely packed tubular petals, forming globular 2½ inches across. Golden yellow flowers borne in clusters; early. Pkt. 25c; ⅛ oz. 70c.

MEXICAN DWARF ORANGE—Eighteen inches high, bears large double flowers of bright orange. Branches freely and blooms profusely. Blooms July until frost. Pkt. 10c; ¼ oz. 30c.

ROYAL SCOTT ALL-DOUBLE (French)—A most striking color combination in rich mahogany and old gold. A new strain of dwarf striped french. Compact, bushy, uniform. Very choice. Pkt. .15; ⅛ oz. .35; ¼ oz. .60.

FIRE CROSS (Single)—French, deep orange-yellow, blotched crimson maroon towards the center. Very effective. Dwarf. Pkt. .15; ¼ oz. .25; ½ oz. .40.

VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wire-worms, nematodes, cutworms, etc. Vaporite mixed in the soil, one pound to the cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests. Vaporite is scattered over the soil and forked or raked in. Vaporite creates a gas which remains active in the soil for a month. Vaporite can be safely used with growing plants. Vaporite is recommended by leading American and English Seedsmen.

4 lbs. in air-tight screw-top can, \$1.50 (Postage paid in U. S.)

25 lbs., \$5.50; 50 lbs., \$10.00; 110-lb. keg, \$20.90 (f. o. b. Los Angeles).

No orders accepted for less than 4 lbs.

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

Pansies

For best results in growing Pansies start by getting a good strain. Then sow seeds in a flat or in cold frames in a good rich sandy leaf mold or if leaf mold is not to be had a rich, loamey soil will do where beds have a good drainage and are in a sunny location. Seed must then be covered very lightly with sifted soil and kept moist. They then must be kept covered with burlap until germination, at such time the burlap should be removed. A temperature of about 75 degrees or a bit less is about right for sprouting Pansie seed. The seedling plants should be transplanted twice, in order to get the largest flowers, transplanting once from the seed pans to the sheltered beds, then later transplanted to the open garden. Pansie seed may be sown actually at three separate seasons of the year. First if started in the house, from February to April the Pansies will bloom from July on. Second sown outdoors in May, beautiful flowers are produced in the fall. Then sown in frames during July and August and transplanted later. The main flowering crop then comes in the spring. The following varieties of Pansies are of the true Mastodon strain.

GRAND DUKE MICHEL—The largest all-white Pansy. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

MADAME STEELE—Elks' purple; immense blooms; a perfect self. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

IMPROVED BEACONSFIELD—Upper petals Lavender tinge, lower petals Violet shades. Pkt. .20; 1/32 oz. .30 1/16 oz. .50.

"400" MIXED—A super Swiss strain. Grand in size, form, color, and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new. Pkt. .25; 1/32 oz. .40; 1/16 oz. .65.



JUMBO MIXED (New)—These Pansies will bring gigantic flowers without any special effort, measuring up to 4 1/4 inches in diameter. They have a wide range of colors in all shades of the rainbow. Pkt. .25; 1/32 oz. .85; 1/16 oz. \$1.00.

SEA BLUE (New)—The most beautiful shade of blue we have ever seen. Very large. Pkt. .25; 1/32 oz. .35; 1/16 oz. .65; 1/8 oz. \$1.00.

MIRACLE MIXED—Finest types of Mastodon strains, latest novelties. Pkt. .25; 1/32 oz. .35; 1/16 oz. .65; 1/8 oz. \$1.00.

MASTERPIECE MIXED—Long stems. Best for cut flowers. Pkt. .25; 1/32 oz. .45; 1/16 oz. .85; 1/8 oz. \$1.00.

ACES MIXED OR GREENHOUSE SPECIAL—Fine market strain. Pkt. .25; 1/16 oz. .50; 1/8 oz. .85.

GOLDEN GATE—A monster golden yellow. Pkt. .20; 1/32 oz. .35; 1/16 oz. .65.

MLLE. IRENE—A henna red type, new to Pansies. Pkt. .20; 1/32 oz. .35; 1/16 oz. .65.

ISABELLE—A ruffled bronze and yellow. Pkt. .20; 1/32 oz. .35; 1/16 oz. .65.

ADONIS IMPROVED—Light blue and lavender shades. Pkt. .20c; 1/32 oz. .35c; 1/16 oz. .65c.

PANAMA PACIFIC—A large yellow. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

PARISIAN YELLOW—A pure yellow. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

BRONZE—Very large. Many shades. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

BLACK—Nearly all jet black. Pkt. .20; 1/32 oz. .30; 1/16 oz. .50.

Salpiglossis



Salpiglossis Mixed

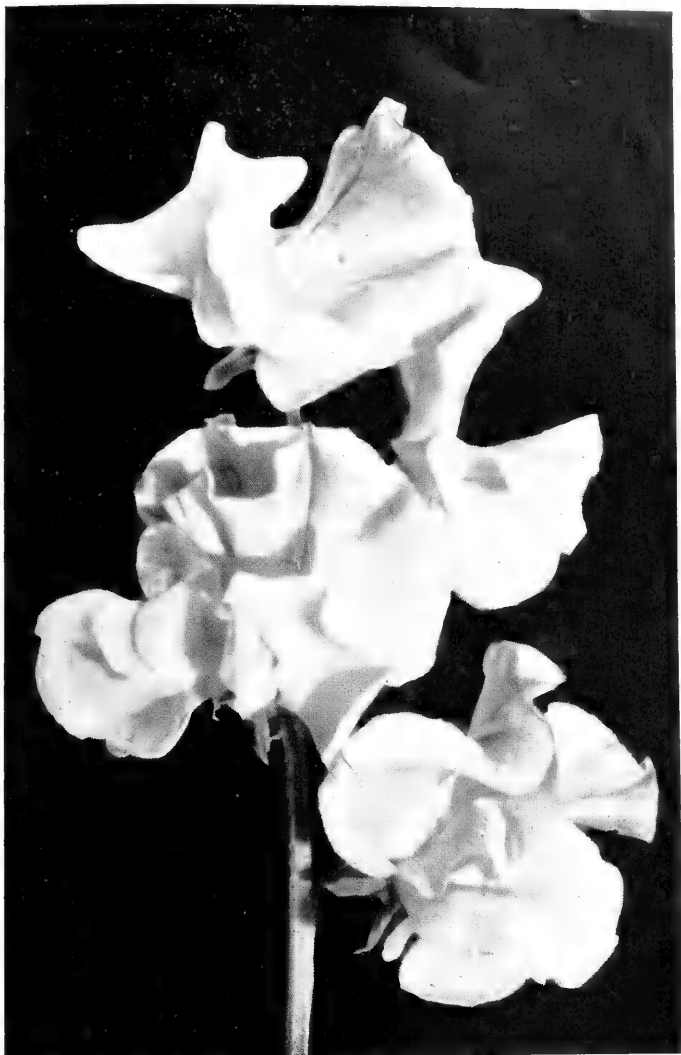
SALPIGLOSSIS EMPEROR—Finest mixed a very desirable bedding and prize cut flower of large showy trumpet-shaped flowers of a very charming penciled, nitted and purple. Bloom from July until freezing weather. Pkt. .15; 1/8 oz. .25; 1/4 oz. .45c.

Schizanthus

EXCELSIOR COMPACTUS—Finest mixed plants of a dwarf compact growth of about 6 inches tall, very free flowering. Colors of pink, rose, cream, white and some darker colors very fine pot plants. Blooms all summer in cooler climates. Pkt. .20c; 1/8 oz. .65c.

GRANDIFLORA BUTTERFLY MIXTURE—Seed may be sown in seed beds or in the garden in set plantings. Produces masses of dainty marked flowers. A strikingly bright mixture of full color range. Pkt. .20c; 1/8 oz. .40c.

Sweet Peas



Giant Ruffled Sweet Peas

BURPEE BLUE—Distinct, deep blue, bright and clear. Uniform color throughout, flowers are large, heavily ruffled and duplexed. Award of merit N. S. P. S. of G. B. Pkt. 20; 1/2 oz. .35; 1 oz. .60.

LADY RUFFLES IMPROVED—Beautiful soft pink on white ground, the warm glow of color running well down to the base of the standard and wings. Winner of gold medal S. N. S. P. S. Pkt. 15c; 1/2 oz. 25c; 1 oz. 40c.

ABUNDANCE (Multiflora)—A most appropriate name for this "many flowered" Sweet Pea. When grown they produce 5, 6, or 7, flowers to the stem. The color of the good sized flowers is a bright, clear, mauve, approaching the deep shade of certain Cattleya Orchid. Pkt. .25; 1/2 oz. .60; 1 oz. \$1.00.

FINEST MIXED—A well-balanced and complete mixture of all the best varieties carefully prepared and blended in the right color proportion. Pkt. 20c; 1 oz. 40c.

Directions for Sowing: In order to get best results with Sweet Peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall, and train them over this. The seeds should be planted very shallow.

Early Spencer Flowering

AMERICAN BEAUTY—Of a glowing crimson color of the American Beauty rose. Long stems, vigorous grower. Pkt. 15c; 1/2 oz. 30c; 1 oz. 50c.

ANNIE LAURIE—Large flowers of splendid form and pure rose-pink. Pkt. 15c; 1/2 oz. 25c; 1 oz. 40c.

BURPEE SALMON—Rich salmon overlaid with a copery sheen always greatly admired. Pkt. .15; 1/2 oz. 30c; 1 oz. 45c.

BURPEE ORANGE—Bright salmon orange in color. Large flowers, very popular. Pkt. .15; 1/2 oz. .30; 1 oz. 45c.

SNOWSTORM IMPROVED—Pure waxy white; graceful blooms of heavy substance, white seeded. Pkt. 15c; 1/2 oz. 25c; 1 oz. 40c.

BURPEE LAVENDER—Lovely light Wisteria Lavender, of a rich, yet soft tone. Desirable. Pkt. .15; 1/2 oz. 30c; 1 oz. 45c.

BLUE JACKET—Dark Navy blue. Very desirable. Pkt. 15c; 1/2 oz. 25c; 1 oz. 40c.

FELICE GUNTHER—Clear true cambridge-blue remarkable for its purity and uniform color. Pkt. .15; 1/2 oz. 30c; 1 oz. 45c.

MAROON PRINCE—Deep reddish maroon, long stems, very free flowering. Pkt. .15; 1/2 oz. .25; 1 oz. 40c.

FIRE KING—Brilliant fire king, an unusual rich color. Pkt. 15c; 1/2 oz. 30c; 1 oz. 45c.

ORIENTAL—A very outstanding deep cream or primrose of unusual beauty. Splendid. Black-seeded. Pkt. 15c; 1/2 oz. 30c; 1 oz. 45c.

CANARY BIRD—Cream or primrose-large flowers of fine form. One that always pleases. Pkt. .15; 1/2 oz. 25c; 1 oz. 40c.

THE PREMIER—An outstanding sweet pea because of its glorious scarlet color, which is further enhanced by a sheen of orange-cerise. Always admired. Pkt. 15c; 1/2 oz. 30c; 1 oz. 45c.

Scabiosa

A very much loved favorite of garden annuals which is greatly improved in size and colorings. Scabiosa have long, graceful stems of long lasting quality which add to the beauty of making bouquets. Very fine for border and bedding, seed may be sown outdoors, of easy culture.

GRANDIFLORA FL. PLENO — Mixture of largest and finest double, long stems, unexcelled for summer cutting. Pkt. .15; 1/4 oz. 25c; 1/2 oz. 40c.

IMPERIAL GIANTS "BLUE MOON"—Rich, deep lavender, blue. The flower is composed entirely of broad, heavy, wavy petals, entirely unlike the old pin-cushion type. Ideal for cutting. Pkt. .20; 1/8 oz. .60; 1/4 oz. \$1.00.



"Blue Moon"

Thalictrum Dipterocarpum (Hardy Perennial)

Have tall graceful Violet-Mauve flowers with dainty golden yellow anthers. Flowers during August and September. Thrives best in moist soil. Height 3 to 5 feet. Very showy, fine for cutting. Pkt. 20c; 1/8 oz. 50c; 1/4 oz. 85c.

Statice Sinuata (Everlasting)

An impressive cut flower fresh or dried. Must have rich sandy loam, good drainage and plenty of sun. May be sown indoors and later transplanted.



SEPARATE COLORS of White, Blue, Deep Blue and Yellow and all these colors mixed. Per Pkt. 15c; 1/4 oz. 20c; 1 oz. 75c.

PASTEL SHADES—A mixture of all the most modern shades of statice of chamois, reddish pink, flesh pink, and all intermediate colors. Very fine for cuttings. Pkt. 15c; 1/4 oz. 20c; 1 oz. 75c.

Sweet William



A very attractive garden favorite with large showy flower-heads composed of numerous good sized individual blooms. Height 1 to 1 1/2 feet. Of easy culture.

COPPER RED—Bright coppery red. Pkt. .15; 1/8 oz. .45.

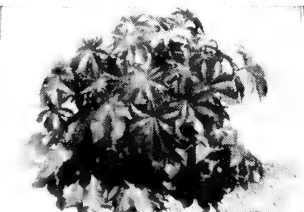
CRIMSON BEAUTY—Deep crimson with white center marked crimson. Pkt. 15c; 1/8 oz. 35c; 1/4 oz. 50c.

HOLBORN GLORY—Many fine colors all white a white eye striking. Pkt. 10c; 1/8 oz. 20c; 1/4 oz. 35c.

NEWPORT PINK—Rich water-melon pink or salmon rose. Pkt. 10c; 1/8 oz. 25c; 1/4 oz. 40c.

SINGLE MIXED—A well blended mixture of many fine colors. Pkt. 10c; 1/8 oz. 20c; 1/4 oz. 35c; 1/2 oz. 50c.

Ricinus (Castor Bean)

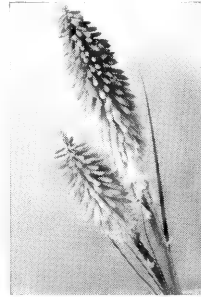


Ricinus

Communis Carmineus Scarlet Queen early, maroon foliage, orange-scarlet flowers. Height 5 feet. Very showy when used as a hedge or foundation or screen plantings. Pkt. .15; 1 oz. 35c.

Trachelium Coeruleum

Large clusters of heliotrope blue flowers atop plants which grow 3 feet tall. Blooms late in fall. Pkt. 25c; 3 Pkts. 60c.



Iritoma

GIANT HYBRIDS MIXED—Stems of these giants average 4 to 6 feet tall, very large flower clusters of colors, yellow, coral, orange and scarlet. Pkt. .25; 3 Pkts. 60c.

RUFA HYBRIDS—A small ever-flowering variety of same colors as the giant hybrids. Stems 2 to 3 ft. tall. Pkt. 25c; 3 Pkts. 60c.

DWARF VARIETIES MIXED—A mixture of dwarf hybrids of 12 to 18 inches tall in colors of white, pink and yellow. Pkt. .25; 3 Pkts. 60c.

Verbena

A select dwarf plant that can be used in edgings, ground cover, porch boxes, rockeries and for cut flowers purposes. As they thrive well in poor soil and are able to withstand drought remarkably well. The following list of giant flowered Verbenas are of a robust, spreading growth from 8 to 12 inches tall, with large trusses; and begin flowering in a very short period from time of sowing.

BEAUTY OF OXFORD HYBRIDS—

Shades of clear rose pink to rose red.

ETNA—Intense Geranium-red with creamy yellow eye.

LAVENDER GLORY—Pure lavender—creamy white eye.

ROYALE—Deep royal blue with creamy yellow eye.

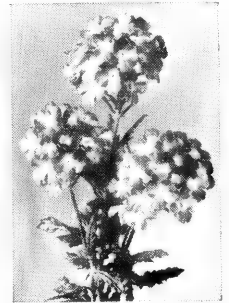
SALMON—Pink true salmon-pink with white eye.

SPECTRUM—Red dazzling red—bright and showy.

WHITE—Combines well with other colors.

Any of the above separate colors—Pkts. .15; 1/8 oz. .50; 1/4 oz. 85c.

GIANT FLOWERED, FINEST MIXED—Contains a mixture of above named varieties and other varieties not listed this year. Very harmoniously blended. Pkt. 15c; 1/8 oz. 40c; 1/4 oz. 70c; 1/2 oz. \$1.25.



Verbena



Venidium

Venidium

FASTUOSUM HYBRIDS—Gorgeous

Daisy from Africa in mixed colors of buff, lemon, cream, light orange, white, buttercup yellow. Each petal blotched at the base. Height 3 ft., starts flowering 90 days from seed. Pkt. 25c; Large Pkt. 70c.

Zinnias

Giant Dahlia Flowered

Of immense flowering size. The Giant double flowering Zinnia often produces flowers reaching 5 to 6 inches across and 3 inches in depth on long straight stems of marvelous pastel shades. The plants are of a sturdy well-branching variety that grow to a height of 3 feet. Wonderful for cutting as they last a long time when cut.



Giant Dahlia Zinnia

EXQUISITE—Light rose with deeper rose center creating a most artistic and distinct two-toned color effect.

CANARY BIRD—Delicate shade of primrose yellow.

CRIMSON MONARCH—The largest and best crimson scarlet.

DREAM—Deep lavender turning to rich purple. Desirable.

GOLDEN DAWN—Golden yellow, almost an orange shade; rich and colorful.

ILLUMINATION—Deep Tyrian rose. A beauty.

LUMINOSA—Bright, deep pink with light salmon suffusion of salmon, most appealing.

OLD GOLD—Deep and lighter shades of old gold. A most pleasing color combination.

ORIOLE—Glistening orange and gold bicolors.

POLAR BEAR—The best of all white Zinnias.

PURPLE PRINCE—Rich deep purple. Lovely.

Any of the above separate varieties of the Giant Dahlia Zinnias Pkt. .15; 1/8 oz. .35; 1/4 oz. .55; 1/2 oz. 1.00.

SPECIAL GOLD MEDAL MIXTURE—A well blended mixture containing all the above varieties, Pkt. .15; 1/8 oz. .35; 1/4 oz. .55c; 1/2 oz. \$1.00.

EXTRA COLLECTION PRICE—One Pkt. each of the following Giant Dahlia Flowering Zinnia, Exquisite, Crimson Monarch, Illumination, Oriole, Polar Bear; 1 Pkt. of Zinnia Fantasy finest mixed and one Pkt. of finest mixed Zinnia Lilliput a value of 95c all for 75c.

Phyllo Cactus

MAMMOTH FLOWERING THORNLESS

These giant flowering Cacti are some of the easiest plants to raise in the windows as they thrive best in a mixture of leaf mould soil and a little white sand and vigoro fertilizer. They should be watered only when the soil in the pots become dry. The main flowering period is in the spring, yet some will flower at off times in the season. The following list of Phyllocactus are a few of the finest varieties to be had.

- NO. 1 EPHIPHYLLUM CRENATUM—Large white. Each 25c.
- NO. 2 CONWAY GIANT—Bright red with purple center 10 to 12 inches across. Each 25c.
- NO. 3 EPHIPHYLLUM ALBUM SUPERPUM—Very fine white. Each 50c.
- NO. 4 GLORIA—Bright red, very broad petals, 10 to 12 inches across flower. Each 25c.
- NO. 5 ARGUS—Salmon pink 9 inches in diameter. Each 25c.
- NO. 6 ADONIS—Large pink. Each 50c.
- NO. 7 MAGENTA—Rodamine purple 9 inches in diameter. Each 25c.
- NO. 8 COOPERII—Large white cream center. Very fragrant. Each 50c.

A COLLECTION of the 8 above varieties, a value of \$2.75 only \$2.25. Write for prices on our Specimen plants and varieties not listed in this catalog.

Lilliput Baby or Pompon

Lilliput Zinnias are plants of a dwarf, bushy, and very branching from 12 to 18 inches tall, being literally covered with small double flowers of 1 to 1 1/2 inches across, flowers all summer until frost. Plantings of either bedding or for borders or whether used as cut flowers are bound to create a gorgeous display. Very attractive.



Pompon Zinnias

CANARY YELLOW.

CRIMSON GEM.

FLESH PINK.

GOLDEN GEM.

PURPLE GEM.

ROSEBUD (New)—Rose pink.

SALMON ROSE.

SCARLET GEM (Red Riding Hood).

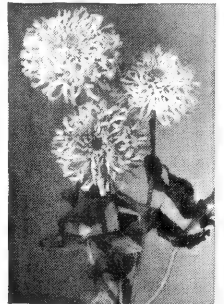
WHITE GEM.

FINEST MIXED.

Any of the above separate and mixed varieties. Pkt. .10; 1/4 oz. 35c; 1/2 oz. 60c; 1 oz. 85c.

Fantasy Zinnias

A most fascinating new type of Zinnia introduced to the flower world. The very informal shaggy appearing flowers are very graceful and interesting, quite distinct from the stiff formal Zinnias to which we are accustomed. The color range includes red, yellow and orange as well as popular pastels, pinks and cream.



Fantasy Zinnia

STAR DUST—Deep golden yellow flowers of the true Fantasy type. Very attractive. Pkt. .15; 1/8 oz. 35c; 1/4 oz. 60c.

WHITE LIGHT H. M. A. A. S. '39

—Best pure white. Pkt. 15c; 1/8 oz. 35c; 1/4 oz. 60c.

ROSALIE (New)—Extraordinary shade of rosy Carmine.

Any of the above separate varieties, Pkt. .15; 1/8 oz. .35; 1/4 oz. 60c.

FINEST MIXED—A bright colorful mixture. Pkt. .10; 1/8 oz. .25; 1/4 oz. 40c; 1/2 oz. 70c.

Shasta Daisy

"G. MARCONI" (Everflowering)—Large double flowers 6" across. 50c Each; 6 plants \$2.50; 1 doz. \$5.00.

"GLENDALE" CHIFFON—Finest in chiffon type of Shasta Daisy. Double 4 1/2" in diameter. Each 25c; 6 Plants for \$1.25; doz. \$2.50.

Pyrethrum Buckey

DOUBLE RED—When well established is a marvelous plant completely covered with blooms. Excellent for cutting and garden display. Each 50c; 3 plants \$1.25; 1 doz. \$4.50.

Iberis Candytuft

LITTLE GEM DWARF—Pure white, flowers in June, its uniform neat habit makes it one of our best rock or edging plants, perfectly hardy. Each 35c; 3 plants \$1.00; 1 doz. \$3.75.

ALL THE above perennial plants and cactus are out of 3" pots ready for delivery any time of the season.

EXTRA COLLECTION PRICE of 2 plants of Shasta Daisies, 2 plants Pyrethrum Buckey and 1 plant Iberis Candytuft a value of \$2.85 for only \$2.25.

Pelargoniums

(Diener's Everflowering Hybrids)

Through recent years the introduction of the everflowering Pelargonium varieties have given the flower lovers of today the desire to obtain a plant that will produce flowers several times each year, and also have larger flowers and new colors. The following list of Pelargoniums have a semi-dwarf growth and the flowers resemble Azaleas. They make very fine pot plants for the home during the winter months and in climates where it never freezes, Pelargoniums can be planted out in the garden where they can be used either for mass plantings or for borders.

STANDARD VARIETIES

NO. 1 SANTA MONICA—La France pink with large, deep red spots in the center of two upper petals. Surrounded by rose pink. Single flowers are three inches in diameter. A beauty.

NO. 2 DIENER'S GIANT—Spinal pink. Two upper petals have large, blood red spots in center. Surrounded by rose pink. Single flowers four inches in diameter. A silver dollar will not cover a single flower petal. Unquestionably the largest Pelargonium in existence.

NO. 3 RUTH W. McAFEE—Begonia rose with salmon sheen. Deep red spots in center of two upper petals. Three inches in diameter. One of the most beautiful Pelargoniums.

NO. 4 BEVERLY HILLS—Amaranth pink or orchid color. Two upper petals have blood red spots. Three inches in diameter. Flowers have fringed edges. A very outstanding variety.

NO. 5 MRS. MARY BARD—Snow white with a few mallow purple stripes in center of flower. Two and one-half inches in diameter.

NO. 6 GIANT VENUS—Bright rose pink with a maroon spot in the center of all five petals. Plants of dwarf habit. Flowers $3\frac{1}{2}$ inches in diameter. A very beautiful variety.

NO. 7 GLENDALE—Tyrian rose with blood red spots in center of all five petals. Flowers $3\frac{1}{2}$ inches across. Outstanding variety.

NO. 8 GOLETA—Deep rose color with maroon spots in two upper petals which are surrounded by strawberry pink. Three inches in diameter.

NO. 9 PIRU—Rose color with center of two upper petals deep blood red surrounded by strawberry pink. Single flowers $3\frac{1}{2}$ inches across.

NO. 10 SAN DIEGO—Mallow purple. Maroon spots in all five petals. Flowers $2\frac{1}{2}$ inches in diameter with heavily frilled edges. An exceptional variety.

NO. 11 PASADENA—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.

NO. 12 VERA N. WATT—Deep rose pink with blood red spots in two upper petals surrounded by strawberry pink. Single flowers $2\frac{1}{2}$ inches in diameter and ruffled. A beauty.

NO. 14 SANTA BARBARA—Rose red with blood red spots in two upper petals. Flowers 3 inches in diameter and ruffled. Plants of dwarf growth.

NO. 15 PASO ROBLES—Carmine. Deep blood red spots in center of two upper petals. Small red spot in three lower petals. Flowers 3 inches in diameter. A very free flowering variety.

NO. 16 MRS. F. BACHLER—Deep rose-red, center of upper petals blood-red. Flowers 3 inches in diameter. Always in flower. An outstanding, beautiful variety.

NO. 17 THERESE—Light mallow, upper petals Dahlia purple center. Flowers 3 inches in diameter.

Young rooted plants of the above varieties 20c each; 3 for 50c. A collection of 16 varieties \$2.75.



Pelargonium Cuttings Out of 3-inch Pots

New Pelargoniums

NO. 18 ELENORE ROBER—1938 Novelty. Begonia Rose, two maroon spots in upper petals. Large flowers and a very showy variety.

NO. 22 LOIS McKAY—Tyrian pink, large, upper petals strongly veined with bordeaux. Fine, healthy grower and a very fine 1938 novelty.

NO. 25 PEGGY CRADDOCK—An exceptionally fine variety of healthy growth. Flowers three inches in diameter. La France pink with Vandyke red spot in center of each petal and stripes of the Vandyke red running from spots towards the center. Received Merit of Award at International Exposition at San Francisco, 1939.

NO. 27—A new variety of exceptional merit. Flowers three inches in diameter. Tyrian pink, a little light in center. Blood red spots in the two upper petals. A very healthy grower of medium height.

NO. 36—A very outstanding variety, of exceptional growth. Flowers three inches in diameter. Pale Rosolane purple with Auricula purple spots in all five petals.

NO. 40 RICHARD DIENER—A Pelargonium in a class by itself, being one of the very largest flowering varieties of semi-dwarf growth and having as many as 10 flowers to a stem, each flower measuring up to $3\frac{1}{2}$ inches in diameter. The petals are daintily frilled and the color is a striking clear spinel pink with a dark red spot and veins in the two upper petals. Received Merit of Award at International Exposition at San Francisco, 1939.

The above six varieties of new Pelargoniums are sold at 30c each or a collection of one plant each of the six varieties for \$1.50.

No bulb or plant orders filled for less than \$1.00. Shipment will be made by Railway Express Agency, Charges "Collect."

Practical Gardening Books



Written by well-known authorities in a concise and lucid manner, handsomely printed on good paper, profusely illustrated and attractively bound in durable covers.



Our list of customers is increasing by considerable numbers each year. So many people write us asking questions concerning Floriculture that it is almost impossible for us to answer every one individually. For those looking for information on this subject we have compiled a list of books which we can recommend. These books are inexpensive and are written by experts in their lines.

PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit.

308 pages with 135 illustrations. Cloth, \$2.00; postpaid, \$2.15.

WATER GARDENS AND GOLDFISH

By R. V. Sawyer and E. H. Perkins

Contents: Waterlilies on Balcony, Dooryard, Water Gardens, Concrete Pools, Pool and Rockery Combinations, Waterlilies, Sacred Lotus, Victorias, Lesser Aquatic Plants, Pond Folks, Cultural Directions, Home Aquarium and Its Management, Popular Varieties of Goldfish, Foods, Diseases and Simple Remedies, Enemies, Breeding, Goldfish in the Garden Pool, Wintering Goldfish, Aquarium Construction.

Full information, from Waterlilies in a tub to a regular-sized pool, coupled with complete information on the care and breeding of Goldfish.

272 pages, 5 x 7½; 126 illustrations; jacket in two colors. \$2.00.

GARDEN POOLS: LARGE AND SMALL

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it.

41 illustrations; 122 pages. \$2.50.

AZALEAS AND CAMELLIAS

By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors.

14 illustrations; 90 pages. \$1.50.

BOOK OF SHRUBS

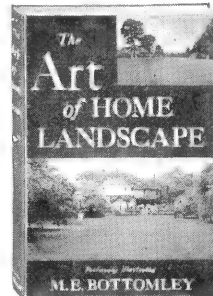
By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes.

446 pages; 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

THE ART OF HOME LANDSCAPE

By M. E. Bottomley



Perhaps you are confused about formal and informal design. Perhaps you have wondered how to make a high wall terrace or house appear lower, how to widen the effect of a tall house, how to emphasize a building or how to subordinate it. You may want to know not only how to plant the front of the house but how to develop the yard and garden—the Home Landscape.

You have always wanted to get a working idea of the use of color in the garden. In this book Professor Bottomley has interpreted the principles of landscape gardening. He has made them practical and understandable to the amateur.

The practical end of landscape gardening is by no means overlooked in this book. There is a thorough survey of the field of horticulture—how plants grow, fertilization, pruning, tree surgery, planting and maintenance.

276 pages, 5½ x 8, profusely illustrated. \$3.50.

HORTUS A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

Easy to use, accurate, and nontechnical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. Completely revised and enlarged edition.

35 illustrations; 652 pages. \$12.00.

OUR NATIVE CACTI

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions.

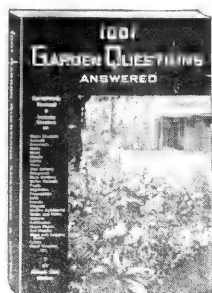
182 pages, 94 illustrations, and 4 color plates. Linen cloth, \$2.65.

MODERN DAHLIA CULTURE

By Wm. H. Waite

... the originator of "Jersey's Beauty," and other highly popular Dahlias.

134 pages, 24 halftones, 6 color plates. Cloth, \$1.50; postpaid, \$1.65.



1001 GARDEN QUESTIONS ANSWERED

"Revised 50%, 1935"

By Alfred C. Hottes

Covers all phases of gardening on the medium-sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia.

330 pages. Cloth, \$2.00; postpaid, \$2.15.

PERENNIAL GARDENS

By H. S. Orloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil, fertilizing, planting, cultivating, transplanting and propagation.

18 illustrations; 90 pages. \$1.25.

TUBEROUS-ROOTED BEGONIAS—AND THEIR CULTURE

By George Otten

The only book devoted to this subject. The author, who has been most successful in the culture of Tuberous-rooted Begonias for over 50 years, gives the details of general culture, propagation and hybridization in clear and understandable language, and makes the first attempt to classify the single flowering and double flowering varieties.

84 pages; 36 halftone illustrations. Cloth, postpaid, \$1.40.

THE CACTUS BOOK

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing.

18 illustrations; 145 pages. \$2.25.

ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists.

74 illustrations; 88 pages. \$1.25.

ALL ABOUT FLOWERING BULBS

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth.

186 pages, 65 full-page halftones, and 8 color plates. Cloth, \$2.00; postpaid, \$2.15.

AMERICAN ALPINES IN THE GARDEN

By Anderson McCully

Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting.

19 illustrations; 262 pages. \$2.50.

BOOK OF BULBS

By F. F. Rockwell

With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book.

187 illustrations; 264 pages. \$2.50.

PLANT PROPAGATION

999 Questions Answered

By Alfred C. Hottes

Surely the increasing of plants by seeds, cuttings, divisions and by grafting is one of the most fascinating miracles each of us can perform. Have you often wondered just how to sow various seeds, why some sprout so slowly, how long you can keep seeds, when to sow perennials? How to grow plants from their leaves? How to increase bulbs faster? How to give a piece of a favorite shrub to a neighbor? How to graft fruit trees? These and many other points are fully covered in Plant Propagation. Every step is clearly illustrated and carefully described in terms that are definite but understood by anyone.

238 pages, 5 x 7½; 136 illustrations; jacket in two colors. \$2.00.

FERTILIZERS FOR GREENHOUSE AND GARDEN CROPS

By Alex. Laurie and J. B. Edmond

Deals with the fundamental factors of plant growth and their relation to the application of various materials to stimulate the growth and development of various cut flowers and pot plants.

This volume will be found to differ with many of the books on the subject of commercial floriculture now in print, in that definite recommendations are made for each crop.

In order to comply with the needs of many who are growing vegetables as well as outdoor ornamental crops, chapters dealing with vegetables have been included. A complete table covering the recommendations in concise form is appended.

156 pages, heavily illustrated, bound in cloth. Price, \$2.00; postpaid, \$2.15.

WOMAN'S FLOWER GARDEN

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors.

160 pages; 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

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GUARANTEE

BE ASSURED that we guarantee the safe arrival of all seeds, plants and nursery stock you order from us, and are authentic and will be as represented and in a condition to grow satisfactorily if planted and cared for properly. As we realize that with the highest quality of seeds, plants and nursery stock, success in gardening depends largely upon soil, cultivation and weather conditions. Therefore it should be agreed that we shall in no case be liable for more than the actual amount paid us for any item found to be unsatisfactory. We do not guarantee insecticides or other manufactured articles sold by us.

WHEN DO WE DELIVER? SEEDS. All seeds will be shipped to you as soon as your order is received, as they are not affected by coldest weather. **BULBS and PLANTS** will be shipped from here, separately later, if there is danger of freezing.

If you will write below the names and addresses of any of your friends who are garden lovers and would appreciate a copy of our catalog we would esteem it a favor.

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Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 576 pages; 300 illustrations. Cloth, \$2.00; postpaid, \$2.15.

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Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages; 327 illustrations. Cloth, \$5.50.

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Over 100 separate genera described with full directions for their culture and uses. 180 pages; 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

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By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages; 82 illustrations. Cloth, \$2.00; postpaid, \$2.15.

BOOK OF TREES

By Alfred C. Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages; 180 illustrations; 1932. Cloth, \$3.65, postpaid.

ROCK GARDEN PRIMER

By Archie Thornton

Unusually complete for information on construction. Also gives care and culture. 152 pages; 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

FLOWERS OF THE WILD

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 170 pages, 104 illustrations, and 4 color plates. Cloth, \$1.15, postpaid.

Unsolicited Testimonies

Hilo, Hawaii, April 23, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

My seeds which were purchased from you the latter part of January are doing very nicely. I had wonderful germination of the Petunia seeds; in fact some of my plants are already in bloom. I am more than pleased with your seeds and cuttings.

Thanking you for sending me such good seeds, I remain

Yours sincerely,

M. H. Chang, M. D., Hilo, Hawaii.

St. Petersburg, Florida, August 10, 1940

Richard Diener Nursery, Oxnard, California

Gentlemen:

We would like to take this opportunity to tell you that the plants we raised from your seed last year produced the most beautiful blooms we have ever seen. The blossoms measured five and six inches across. Everyone commented on them. It may have been partly due to the fact that we had a freeze and things that managed to live through bloomed unusually well, but nevertheless they were the finest plants and flowers we have ever seen.

Yours very truly,

M. K. Malony, St. Petersburg, Fla.

Rich Square, N. C., September 17, 1940

Richard Diener Nursery, Oxnard, California

Gentlemen:

My eighteen Shasta Daisy plants from "G. Marconi" seeds sown in spring a year ago gave a wealth of beautiful blooms this summer, the greater part of them being as double as a large Chrysanthemum, and the remarkable point about them to me is the fact that I got even as many as three different types of bloom on the same plant. I sowed more of "G. Marconi" seed this last spring and got a splendid stand again. So I am looking forward to next summer to find something yet finer in them. Thank you.

Yours very truly,

Joseph J. Connor, Rich Square, North Carolina.

Auburn, California, March 26, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

Herewith 26c for which please send me your Tomato Collection. I have found these of excellent quality, both for fresh and canning usage, and prolific bearers. I had fresh tomatoes from these from summer until December.

Yours truly,

Mrs. F. G. Burtcher, Auburn, California.

Marcon, Virginia, March 7, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

With my order for more Lily seed, I am enclosing some pictures which will show better than I can tell the success I had with your Philippine Formosanum.

These were transplanted from flat to ordinary garden soil receiving no special care. They were lovely, blooming in September later than any variety I now have. All of the other seed, I got from you were also the source of much pleasure.

Yours very truly,

Mrs. Grace Houston, Marcon, Virginia.

Paradise, Utah, February 26, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

I want to tell you I had wonderful success last year with the flower seeds which I bought from you, and was glad to report the same to my garden club the other day.

Thanking you for the same,

Yours truly,

Mrs. Jos. S. Howells, Paradise, Utah.

Linwood, New Jersey, February 21, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

Your Petunias were so beautiful and did so well for us that we are ordering them again this year.

Very truly yours,

E. W. Sachse, Linwood, N. J.

Utica, N. Y., February 5, 1940

Richard Diener Nursery, Oxnard, California

Dear Sirs:

My daughter has a gift shop surrounded by flowers, pine trees all over, yet our flowers are beautiful; Shasta Daisies so white that everyone takes a daisy. I have singles and doubles, but not the chiffon. Every seed comes for me and last year I had big beds. Your Zinnias and Dahlias are beautiful.

Mrs. F. E. Plant, Utica, N. Y.

Stamford, Conn., April 13, 1940

Richard Diener Nursery, Oxnard, California

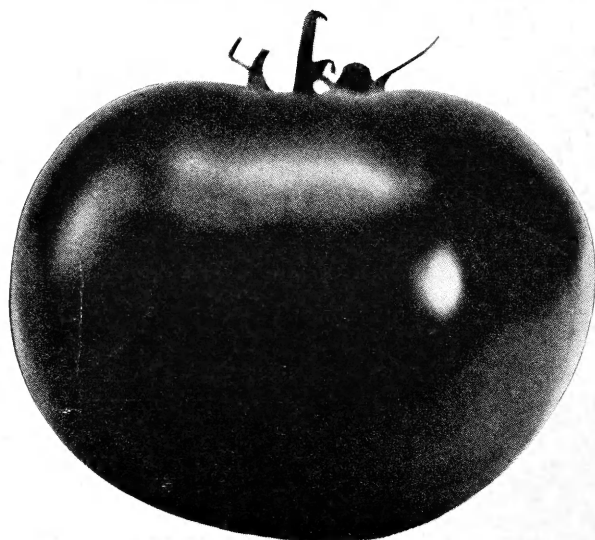
Dear Sirs:

Enclosed please find order for Petunia Seed, I have used these seeds for the past three years and find them most satisfactory in germination, and unusual beauty of blossoms.

Mrs. E. J. Lobdell, Stamford, Conn.

Tomatoes

What garden would be complete without its well-laden tomato plants promising to the household those cool salads, those creamy soups and tempting hot supper dishes; for which the tomato is known. Tomato plants are quite simple to grow, as they may be either sown in hotbeds or sown in flat in the house, allowing 5 to 6 weeks to grow plants large enough for setting outdoors when the weather becomes warm. In sowing the seed sow in rows 3 inches apart and cover with $\frac{1}{4}$ inch of soil, transplanting them when they are 2 inches tall into 3 inch pots or may be planted 4 inches apart in rows either in flats or in the hotbed. Later plant them in the garden when danger of freezing is over. Plants planted in the field 4 feet between rows and 3 or 4 in the row, depending on type of Tomato and climatic conditions. One ounce of seed produces two thousand to two thousand five hundred plants.



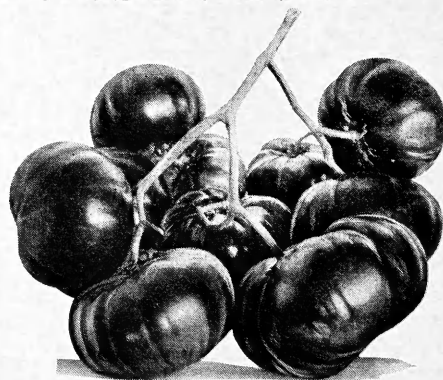
Tomato Ventura

BLIGHT-RESISTING TOMATO "VENTURA" (Diener)—Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from us. **Pkg. .15; $\frac{1}{2}$ oz. .55; 1 oz. \$1.00.**

DIENER'S FORCING TOMATO—For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose. **Pkg. .25; $\frac{1}{2}$ oz. \$1.25.**

DIENER'S YELLOW TOMATO—This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year. **Pkg. 25c.**

THE DIENER TOMATO "KING OF ALL TOMATOES"—This tomato originated by Richard Diener has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy. The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice. **Pkg. .15; $\frac{1}{2}$ oz. .50; 1 oz. \$1.00.**



King Of All Tomatoes

THE PEPPER TOMATO (Diener)—A cross between Bell Pepper and Tomato. This Tomato should be in every garden. Having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight. **Pkg. .15; $\frac{1}{2}$ oz. .55; 1 oz. \$1.00.**

TOMATO COLLECTION—For those who have a small garden and want a few plants of each, we have made a Collection of Pepper, Diener, Ventura, and Yellow Tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package. Collection 25c.

Aztec Bean

One of the largest beans known. Grows in a bush form, a perennial in places where it's not too cold. It can stand a great deal of drought and is very prolific. The dry beans can be cooked just like lima beans and its flavor is unexcelled. For those interested in growing beans we recommend giving this variety a trial. **Pkt. 25c; 3 Pkts. 50c; 1 lb. 40c.**

Richard Diener Nursery, Oxnard, California

Racine, Wisc.

Dear Sirs:

Have had great success with your Pepper tomatoes. It is a sure seller for both eating and canning. It is a favorite with all who try it.

Mrs. Emil Walter, Racine, Wisc.

Cucumbers

GERMAN DELICATESS—One of the best cucumbers for outdoor growing, has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against diseases. **Pkt. 25c; 3 Pkts. 50c.**

SENSATION—A very outstanding variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately. **Pkt. 25c; 3 Pkts. 50c.**